

First thoughts: What are we waiting for?

Perspectives (and grants) to help get you into foreign markets



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Now is the time to consider exporting...

An emerging global market; a growing, worldwide middle class

- 96% of the world's consumers are outside the US
- 66% of the world's consumer buying power is outside the US
- 87% of world economic growth in the near term will take place outside the US



A growing, worldwide middle class



OECD, Huffington Post, 12/24/2014

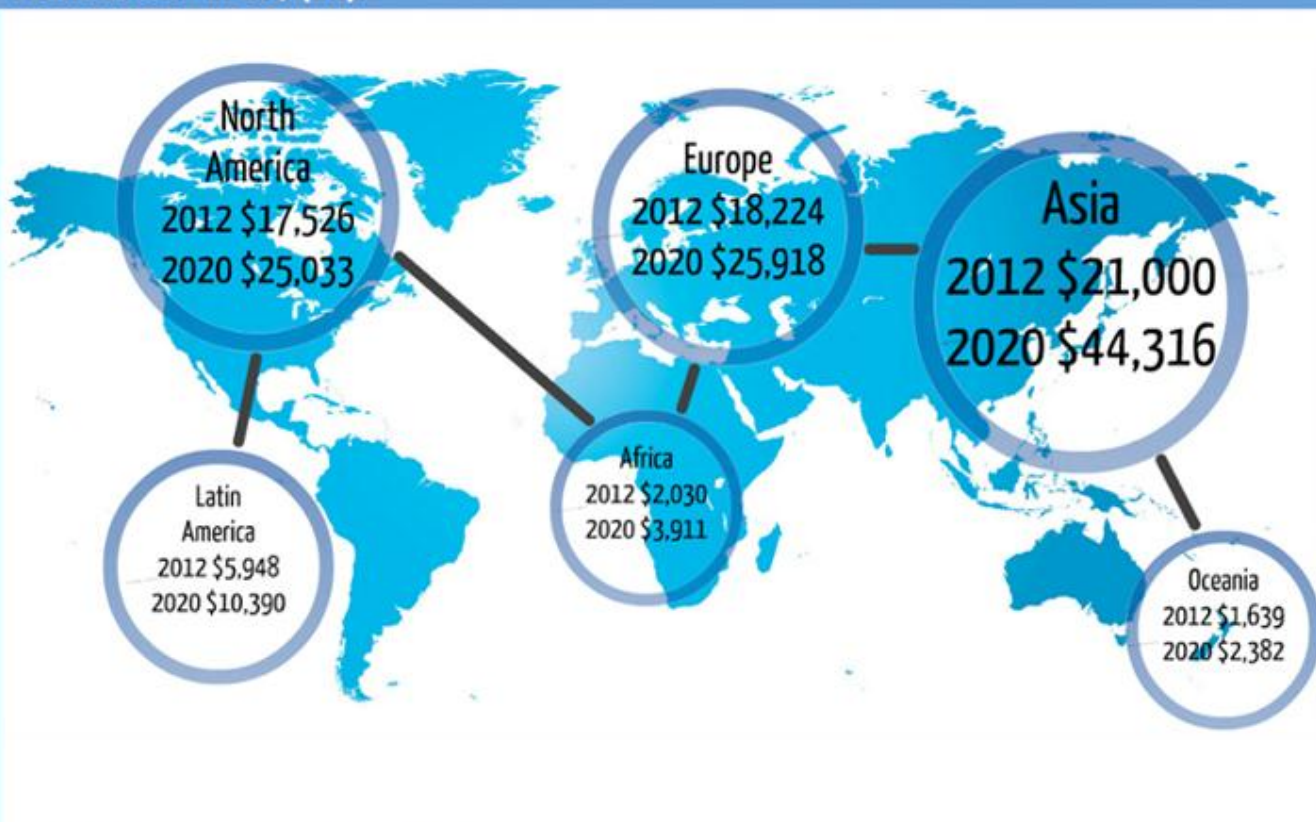


Office of International Trade – www.sba.gov/oit

An emerging global market

Exhibit 1

Estimated GDP by major economic blocks for 2012 and 2020 – The amounts represent the Nominal GDP in US\$ (bn).



SOURCE: AMI based on information from the EIU.

**So if we're not exporting to these markets,
someone else is... or soon will be.**

US small businesses are poised to address this opportunity

- 97% of US exporters are small businesses
(representing 31% of total US export value)
- 58% of US exporters export to only one market

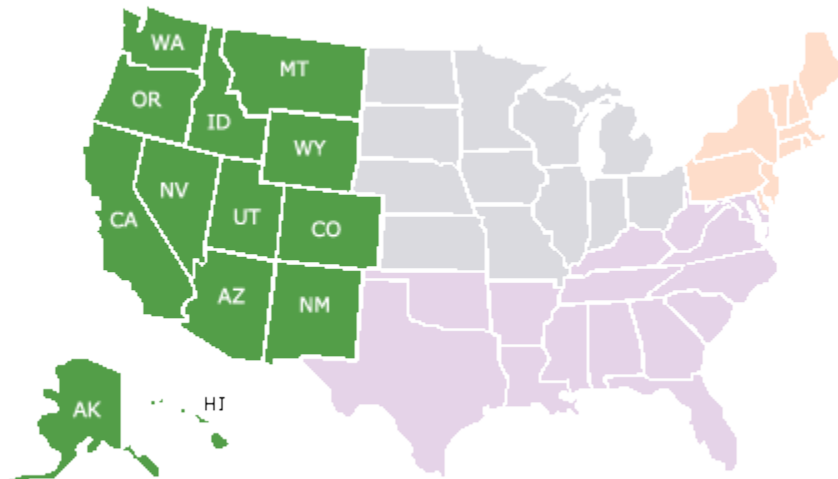


Let's meet some foreign buyers!



Grant #1 to help exporters “get there”

- **Western US Agricultural Trade Association (WUSATA) – www.wusata.org**
 - Nonprofit funded by USDA Foreign Agricultural Service to support **US exporters of food and agricultural products**
 - Serves all of the Western States, coordinating closely with Fresno CITD and California Dept of Food & Agriculture
 - Matching marketing grants for market development



WUSATA Branded Program

Branded Program Overview

- 50% reimbursement program for eligible expenses on marketing and promotional activities conducted in a foreign country and pre-approved domestic trade shows
- Companies apply yearly - applications are accepted beginning August of each year
- Program year runs January – December



WUSATA Branded Program

Examples of Eligible Expenses

- **Advertising** - magazines, grocery circulars, newspapers, radio, television
- **In-Store Demonstrations/displays** - equipment rentals, space rental, end of aisle, gondolas
- **Printed Sales Materials** - point of sale materials, banners, brochures, catalogs, posters, price lists
- **Labels and packaging modification** to meet the foreign country label regulations



WUSATA Branded Program

How Much Can I Request?

- First Year Applicants, **New-to-Export** – up to **\$25,000**
- First Year Applicants, **Experienced Exporter** – up to **\$50,000**
- After the First Year– up to **\$300,000**
- Companies are allowed reimbursements for 5 total years in a country
- Some international trade shows are exempt from the graduation rule



Grant #2 to help exporters “get there”

- **California State Trade & Export Promotion (STEP) Program**
 - Run by California Centers for International Trade Development (CITD) – www.californiastep.org
 - Typically \$2,500 grant to reimburse small businesses for the cost of trade shows and other export development work
 - Funds from SBA’s State Trade & Export Program (STEP)
 - Not funded in 2014, but new opportunity in 2015



Why exporting?

“If you’ve only got 4% of the world’s people and you want to have 20% of the world’s income, you better be selling something to somebody else.”

- Bill Clinton, Ex-Im Bank conference, 4/5/2012



Export Finance Assistance

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